

GLOSSARY



Data Analytics for Business Professionals

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Use these terms and definitions below to understand concepts taught in the course.

Transcript Search: note that you can search for terms directly within the course. To search video text, switch to the *Transcripts* tab, then press Cmd/Ctrl + F on your keyboard to run a search within the active transcript.

Term	Definition
business acumen	Governs the data process and helps individuals to make informed decisions
cherry-picking	Selective use of data to support one's position while ignoring other data that tends to counter one's opinion
data	Information
data fail	When collected information is incorrect; can be difficult to detect
mean	Average
predictive analytics	Type of analysis that answers the question of what might happen in the future
qualitative data	Information gathered in a non-numerical form that is typically descriptive and may be recoded to try and find its meaning
quantitative data	Information that is measured in numerical form
standard deviation	Measure of the relative spread of data that tells how close the overall sample is to the mean